

WHAT IS CLAIMED IS:

1. An image forming apparatus, comprising:
an image carrier;
charging means for charging said image carrier
5 and residual toner on said image carrier;
charging bias applying means adapted for
regulating a charging bias applied to said charging
means;
electrostatic image forming means for forming
10 an electrostatic image on said image carrier charged
by said charging means;
developing means for collecting the residual
toner on said image carrier and visualizing said
electrostatic image;
 - 15 developing bias regulating means for regulating
a developing bias applied to said developing means;
image ratio calculating means for calculating
an image ratio on the basis of the electrostatic
image formed on said image carrier; and
 - 20 regulating means for regulating a contrast
potential between the developing means collecting the
residual toner and said image carrier on the basis of
a calculation result of said image ratio calculating
means.
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2. The apparatus according to claim 1, wherein
said regulating means regulates the charging bias

applied by said charging bias applying means.

3. The apparatus according to claim 1 or 2,
wherein said developing means has a magnetic brush
5 comprising at least magnetic carriers and toner and
said magnetic brush is in contact with said image
carrier.

4. The apparatus according to claim 3, wherein
10 a surface rotational moving direction of said image
carrier differs from a rotating direction of the
developer carrier carrying said magnetic brush.